

**PHILIP MORRIS U.S.A.**

**INTER-OFFICE CORRESPONDENCE**  
120 PARK AVENUE, NEW YORK, N.Y. 10017

**TO:** Mike Pollio  
**FROM:** Heide Ulbrich  
**SUBJECT:** ALPINE MENTHOL KS - SINGAPORE

**DATE:** December 16, 1985

This will confirm our telephone conversation of today.  
Accordingly, I am forwarding to your attention a new  
mechanical for the above item. Also enclosed is Landor comp  
10520-B, color swatches, and an art film.

Please note that the Singapore HW on the front panel is to  
be picked up from master film and printed in gold.

International has requested to have finished goods ready for  
airfreight out of Richmond by the end of February, 1986, to  
cover the first order for 3 million cigarettes.

The second order for 2 million cigartettes should be shipped  
simultaneously for arrival end of March.

A volume of 18 million cigarettes is projected for the  
entire year of 1986.

Please note that artwork is also being prepared by Landor  
for a FTB 10's (80 mm) and the respective carton. Details  
will follow.

By copy of this memo to Customer Services, I ask to be  
advised whether the existing 5M shipping case for the SP  
item should be used or whether a 10M case should be  
developed.

Please call me if you have any questions.

Thank you for your cooperation.

HU:sgb  
Enclosure

*Heide*

cc: B. Bjorkholm  
R. Carter  
S. Cline  
D. Coombs/W. Isbell  
L. Gruber  
G. Jeanrenaud  
J. Myraale  
L. Robinson  
P. Wang

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